



To protect and serve consumers while ensuring a fair and competent marketplace.



**Department of Consumer Affairs (DCA)
Consumer and Community Empowerment Division
Upcoming 2008/2009 Calendar of Special Events**

The Department of Consumer Affairs (DCA) brings information directly to consumers through outreach efforts such as presentations to community and consumer groups and distributing consumer information at community events. DCA also develops partnerships with other community, city county, and state consumer protection leaders who are working to help consumers become proactive.

The DCA Ambassador Program features speakers chosen from the various Boards, Bureaus, Divisions and Programs of the Department. Our ambassadors represent DCA and discuss consumer topics at meetings and events throughout the state. If you are interested in inviting someone from the Department to address your event or meeting, please download the [Ambassador Program Request Form](#), attach background literature or a fact sheet on your organization (if available) and mail to the address on the form. Four weeks' advance notice is preferred.

The Department has over 200 publications and through the AT&T language line service, DCA can assist consumers over the phone in more than 170 languages. Please call us toll free at **(800) 952-5210**. The events listed below will be attended by DCA staff that can provide answers to your questions regarding the Department and a wide variety of consumer protection topics.

Feel free to contact the Outreach Unit for any inquiries about these listings by e-mailing us at: outreach@dca.ca.gov

December 2008

Dec 4

World's Kitchen Business Academy Graduation Ceremony

Description: Facilitated by Opening Doors, the World's Kitchen will provide small food vendors the opportunity to cook their wares in restaurant class kitchen, complete with all the necessary equipment. More importantly, the event will teach these vendors about County Health Department rules and regulations, and offer them information and opportunities to get small business loans so they can start restaurants of their own. The DCA Complaint Resolution Center will be available to discuss licensing, and consumer protection.

Location: [5645 Marconi Ave., Carmichael, CA](#)

Sponsored by: Opening Doors

Event Web site: www.openingdoorsinc.com/?f=contact

Expected Attendance: 700

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December 2008

Dec 4

The BEST

Description: There are 15 million immigrants in America, who arrived from Russia, Ukraine, Moldova, Belarus and other neighboring countries, and over half million live in Central California. This is a large, multinational community, connected together by common tradition, language and culture. The BEST is an event for the Russian speaking and Slavic communities in Northern California. It has been five years running and continues its tradition of bringing together businesses and organizations that serve the Russian-speaking community, to award them for their service and excellence. DCA will attend to present consumer protection information in both Russian and English.

Location: [Platinum Palace Banquet Room, 11076 Coloma Road, #7, Rancho Cordova CA](#)

Sponsored by: Russian-American Media

Event Web site: <http://www.russianamericanmedia.com/Events/Home.aspx?eventid=65820>

Expected Attendance: 700

Dec 5

West Covina High School College & Career Fair

Description: This is a chance for young people to explore the different job opportunities available so they can make informed decisions when choosing a major in college, or a career out of high school. The Department of Consumer Affairs will present information on the many professions licensed by DCA, and will also feature important consumer information about private postsecondary schools.

Location: [1609 E. Cameron Ave., West Covina CA](#)

Sponsored by: West Covina High School

Event Web site: www.wcdhs.net

Expected Attendance: 3,000

Dec 6

Tune In and Tune Up

Description: An event to encourage and educate vehicle owners on taking voluntary steps to help improve air quality. This event will provide free vehicle emission tests. Owners of vehicles that fail, may receive up to \$500 in free repairs at local Smog Check stations offered by Valley Clean Air Now. The Bureau of Automotive Repair (BAR) will be available to answer consumer-related and Smog Check questions, and distribute applications for the Consumer Assistance Program (CAP).

Location: [Arvin High School, 900 Varsity Road, Arvin CA](#)

Sponsored by: Valley Clean Air Now

Event Web site: www.valley-can.org

Expected Attendance: 500

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December 2008

Dec 12

Senior Scam Stopper Seminar with Senator Leland Yee

Description: The Senior Scam Stopper Seminar, with its impressive panel of experts, educates seniors on how to defend themselves from being taken advantage of by scam artists. Seniors who learn how to recognize a scam can better protect themselves from being victimized. This event will be hosted by Senator Leland Yee and the Department of Consumer Affairs, Contractors State Licensing Board. Staff from the DCA Complaint Resolution Program will also be on hand to discuss important senior issues.

Location: [2883 S. Norfolk Street, San Mateo CA](#)

Time: 9:30 AM – 11:30 AM

Sponsored by: Contractors State License Board (CSLB), Senator Leland Yee

Expected Attendance: 100+

Dec 13

Winter Woof Festival

Description: Dog lovers will get a special chance to bring their poochy companions for a fun day of Christmas cheer. For \$5 pet owners can purchase pictures of Santa with their dogs. All proceeds benefit the District's first off leash dog park at Hagan Park scheduled to open in spring, 2009. DCA will host a booth to promote the Veterinary Medical Board of California and the Board of Guide Dogs for the Blind.

Location: [2197 Chase Drive, Rancho Cordova CA](#)

Time: 1:00 PM – 5:00 PM

Sponsored by: Gone to the Dogs

Expected Attendance: 500

Dec 26–
Jan 1

Annual Hmong International New Year Celebration

Description: For 28 years, the annual Hmong New Year Festival in Fresno remains the largest cultural gathering of Hmong in the United States. The Department of Consumers Affairs, Complaint Resolution Program will be reaching out to this underserved community to make sure they are aware of their rights as consumers in California.

Location: [Fresno County Fairgrounds, 1121 S. Chance Ave., Fresno CA](#)

Sponsored by: Hmong International New Years Inc.

Event Web site: <http://www.hmongnewyear.us/>

Expected Attendance: 135,000

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January 2009

Jan 2 – 4

California State Home & Garden Show

Description: This series of Home and Garden Show celebrates everything about home beautification. Vendors will provide everything imaginable for home and garden products and services. The Department of Consumer Affairs Resolution Program staff will be on hand to inform consumers about DCA's related Boards, Bureaus and Programs including Contractors State License Board (CSLB), Bureau of Electronic and Appliance Repair (BEAR), Landscape Architects, and the Bureau of Home Furnishings and Thermal Insulation (BHFTI) and the Unlicensed Activity Program.

Location: [Sacramento Convention Center, 1400 J St., Sacramento, CA](#)

Sponsored by: Capital Showcase

Event Web site: www.ascshows.com

Expected Attendance: 6,000

Jan 7

Indio Senior Center Presentation

Description: The Department of Consumer Affairs, Complaint Resolution Program will be giving a presentation to the Indio Senior Center about DCA's Bureau of Automotive Repair and its associated programs.

Location: [45-222 Towne Street, Indio CA](#)

Sponsored by: Indio Senior Center

Event Web site: <http://indioseniorcenter.org>

Expected Attendance: 40

Jan 17 – 18

Asian American Expo 2009

Description: The enormous success of the Expo not only reflects the rapid growth of the Asian influence in Southern California in particular but also the mainstream connection and soaring growth of the Pacific Rim economy. The Expo shares a living heritage among people of all different backgrounds. It includes the Chinese, Japanese, Korean, Filipino, Thai, Indonesian, Burmese, Vietnamese, Malaysian, Singaporean, etc. Besides preserving a link of Asian heritage among the younger generations, it creates a critical bond between the entrepreneur spirits and culture heritage forming a perfect match! DCA and Bureau of Barbering & Cosmetology staff will be in attendance to answer questions regarding the licensing and regulation of cosmetologists, barbers, manicurists, estheticians, electrologists, cosmetology instructors and apprentices, and the establishments where they do business.

Location: [1101 W. McKinley Ave., Pomona CA](#)

Sponsored by: CCYP

Event Web site: <http://www.ccyp.com/expo/sc/Attendee.asp>

Expected Attendance: 800,000

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January 2009

Jan 18

Vietnamese New Year Tet Festival, 13th Annual

Description: The 13th annual Vietnamese New Year's Tet Festival of San Francisco is an event which celebrates the coming of spring and marks the Lunar New Year. Over 30,000 consumers attend this fun filled, culturally enriching event every year, where east and west come together. DCA and Bureau of Barbering & Cosmetology staff will be in attendance to answer questions regarding the licensing and regulation of cosmetologists, barbers, manicurists, estheticians, electrologists, cosmetology instructors and apprentices, and the establishments where they do business.

Location: [766 Geary St., San Francisco CA](#)

Sponsored by: Vietnamese Community Center of San Francisco

Event Web site: www.vietccsf.org

Expected Attendance: 30,000

Jan 19

MLK 365

Description: This celebration of the life of Dr. Martin Luther King, Jr. will feature more than 60 employers and other businesses, professional health groups and educational institutions. The day will begin with a march from Oak Park Community Center to the Sacramento Convention Center, and will be followed by a job, health and education fair and a talent showcase.

Location: [Sacramento Convention Center, 1400 J. St., Sacramento CA](#)

Sponsored by: MLK 365

Event Web site: http://www.mlk365.org/schedule_of_events.html

Expected Attendance: 5,000

Jan 31

ASPIRE Girls Conference

Description: ERI is a non-profit organization dedicated to the empowerment of disenfranchised young women in the Central Valley. Their mission is to provide empowering programs to girls between the ages of 8-18 that serve as foundational stepping-stones to assist them in making positive choices in life. This event will provide a powerful series of women speakers, who will impress upon these young girls that they can be anything they aspire to be.

Location: [3525 Norwood Ave., Sacramento CA](#)

Sponsored by: Empowering Relationships, Inc.

Event Web site: <http://erigirls.org>

Expected Attendance: 150

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February 2009

Feb 10 – 12

World Ag Expo

Description: This Expo is one of the largest agricultural trade shows in the world, with over 1,500 exhibitors from 66 countries. The Expo brings sellers and buyers together for a three-day event featuring daily agricultural and dairy seminars, an international business center, a new products center, vendors, food, and free consumer information.

Location: [4450 S. Laspina, Tulare CA](#)

Sponsored by: International Agri Center

Event Web site: www.worldagexpo.com

Expected Attendance: 100,000

Feb 20

NASCAR Sprint Cup Series

Description: America's new favorite pastime. NASCAR will be burning rubber in Fontana for the 2nd stop in this heart-pounding series. DCA's Arbitration Certification Program will be serving up information on their lemon law program as well as providing general protection information to consumers.

Location: [Auto Club Speedway, Fontana CA](#)

Sponsored by: NASCAR

Event Web site: <http://www.nascar.com/>

Expected Attendance: 15,000

Feb 26

Advancing the Choice Expo, 10th annual

Description: The Advancing the Choice Expo is one of the largest events in the Inland region that provides real solutions for people to live better, healthier lives with less impact on the environment. Regional leaders and others have the opportunity to learn more about alternative fuel technologies and vehicles being used successfully throughout Riverside County and around the country. Citizens of the region, along with representatives from air quality related entities such as The Department of Consumer Affairs, Bureau of Automotive repair, will attend to discuss challenges and solutions to air pollution created by vehicles.

Location: [34843 Rancho California Road, Temecula CA](#)

Sponsored by: Western Riverside County Clean Cities Coalition

Event Web site: <http://www.wrcog.cog.ca.us/content/advancingthechoice.asp>

Expected Attendance: 200

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February 2009

**Feb 27 –
March 1**

Black Expo 2009

Description: Black Expo 2009 is the largest African American event in Northern California. It is an event that is designed to promote African American economic development. This event will feature hundreds of exhibitors, live entertainment, delicious food, and free consumer information. Awards and tributes will be presented to local community leaders to honor them for their service. The DCA Arbitration Certification Program will be on hand to promote their programs and deliver general consumer information.

Location: [Sacramento Convention Center, 1400 J St., Sacramento CA](#)

Sponsored by: Observer Media Group

Event Web site: <http://www.blackbusinessexpo.com/>

Expected Attendance: 54,000

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March 2009

Mar 12

LifeSmarts State Competition

Description: This jeopardy style game is sponsored by DCA and the National Consumer League. It is designed to teach high school students about finances, consumer protection, the environment and other important life skills. Teams comprised of four to five students compete on stage against one another by answering a series of questions broken up into three different rounds.

Location: [DCA Hearing Room, 1625 N. Market Blvd., Suite S-102, Sacramento CA](#)

Time: 9:00 AM – 3:30 PM

Sponsored by: Department of Consumer Affairs, National Consumer League

Expected Attendance: 100

Mar 26

6th Annual Senior Conference

Description: This free event will be a wonderful opportunity for seniors to learn more about health and senior safety. Attendees will get to ask questions from a multitude of health care professionals. The day will also include special presentations and free consumer information from the Department of Consumer Affairs. If you or a loved one are concerned about senior health issues, don't miss this event.

Location: [5257 Sierra St., Riverside, CA](#)

Time: 8:00 AM – 1:30 PM

Sponsored by: Riverside Police Department

Expected Attendance: 1,000

Mar 27 – 29

Yuba City Spring Home, Garden & Recreation Show

Description: Join us at the largest home, garden and recreation show north of Sacramento. Featuring over 400 exhibitors, acres of outdoor displays and six halls packed full of ideas and information to save you money on your home or yard improvement project. The Department of Consumer Affairs Resolution Program staff will be on hand to inform consumers about DCA's related Boards, Bureaus and Programs including Contractors State License Board (CSLB), Bureau of Electronic and Appliance Repair (BEAR), Landscape Architects, and the Bureau of Home Furnishings and Thermal Insulation (BHFTI) and the Unlicensed Activity Program.

Location: [Yuba-Sutter Fairgrounds, Yuba City CA](#)

Sponsored by: Total Home Shows

Web site: www.totalhomeshow.com/spring_home_and_garden_show.htm

Expected Attendance: 5,000

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April 2009

Apr 3 – 5

Home Garden & Patio Show

Description: This show celebrates everything about home and garden beautification. Vendors will provide everything imaginable for home and garden products and services. The Department of Consumer Affairs Resolution Program staff will be on hand to inform consumers about DCA's related Boards, Bureaus and Programs including Contractors State License Board (CSLB), Bureau of Electronic and Appliance Repair (BEAR), Landscape Architects, and the Bureau of Home Furnishings and Thermal Insulation (BHFTI) and the Unlicensed Activity Program.

Location: [Yuba-Sutter Fairgrounds, Yuba City CA](#)

Sponsored by: World Class Shows

Web site: <http://www.worldclassshows.com/php/>

Expected Attendance: 5,000

Apr 24 – 26

Stockton Asparagus Festival

Description: Asparagus: San Joaquin County's most prestigious agricultural product that inspired the creation of the Stockton Asparagus Festival 23 years ago. The Stockton Asparagus Festival is a three-day, multi-event, food, and entertainment festival, which celebrates this awesome veggie. Come visit DCA at one of the over 600 booths, displays and exhibits at the show.

Location: [Downtown Stockton, CA](#)

Sponsored by: City of Stockton

Web site: www.asparagusfest.com

Expected Attendance: 110,000

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May 2009

May 3

Cinco De May Fest

Description: Spanning the entirety of the majestic Old Town Clovis. This marks the third year this event that will feature a Health Zone, a Kids Zone, Arts & Crafts, great food, live music, great family fun, Mexican dancers and much more. DCA will be delivering consumer protection information to this community in both English in Spanish.

Location: [Old Town, Clovis CA](#)

Sponsored by: Central California Hispanic Chamber of Commerce

Web site: http://www.cchcc.net/pdf/cinco_de_mayo_2009.pdf

Expected Attendance: 25,000

May 29 – 31

Abilities Expo

Description: This event showcases independent and assisted living products and services, and is dedicated to helping improve the lives of people with disabilities. Abilities Expo also offers a full line up of FREE consumer and professional workshops, offered by leading individuals in the healthcare, education, and retail fields. DCA will present valuable information from our various boards and bureaus related to the health care industry.

Location: [Anaheim Convention Center, 800 W. Katella Ave., Anaheim CA](#)

Sponsored by: Abilities Expo

Web site: www.abilitiesexpo.com

Expected Attendance: 20,000

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